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MADRAS WAR REVIEW

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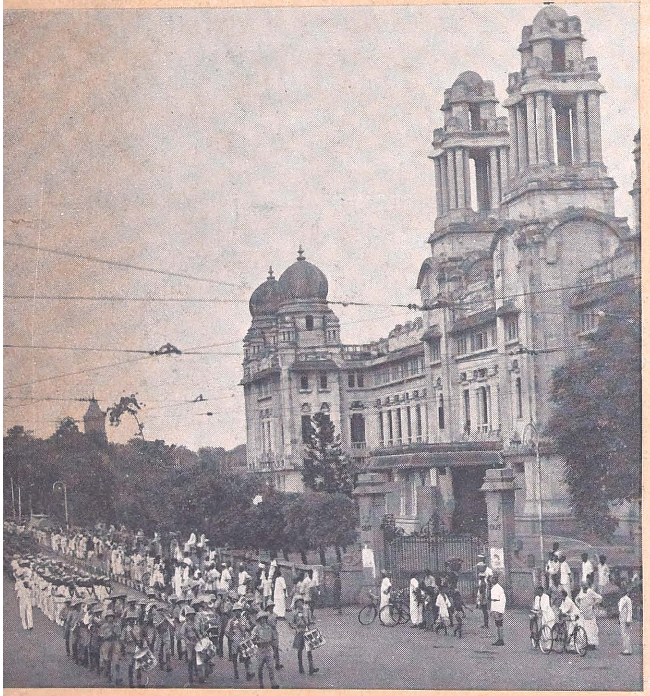
THE WAR SERVICES EXHIBITION

THIS SOUVENIR is a record of the visit to Madras of the War Services Exhibition. Opened by His Excellency the Governor on September the 1st, it caused a sensation and attracted over a lakh of people daily during its stay of a fortnight. Although designed primarily to hasten the end of the war, the Exhibition, by showing to the people of India the many opportunities of training now offered and by laying accent on the needs of reconstruction, is hastening also the completion of other tasks which will come with victory

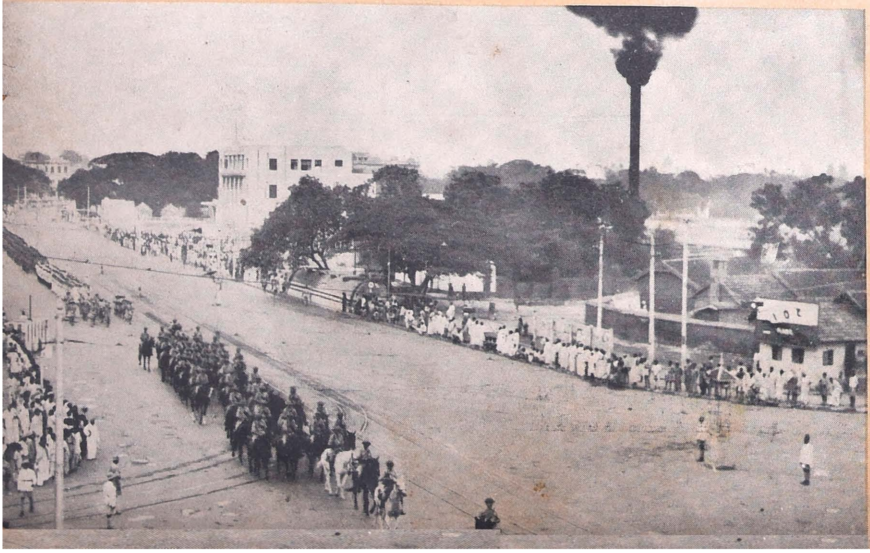
BIG PARADE

As a prelude to the opening of the Madras War Services Exhibition, a procession including armoured units paraded through the main thoroughfares of the City. According to an Associated Press dispatch which was published in many leading papers, it was "the most spectacular demonstration of its kind yet staged in India."



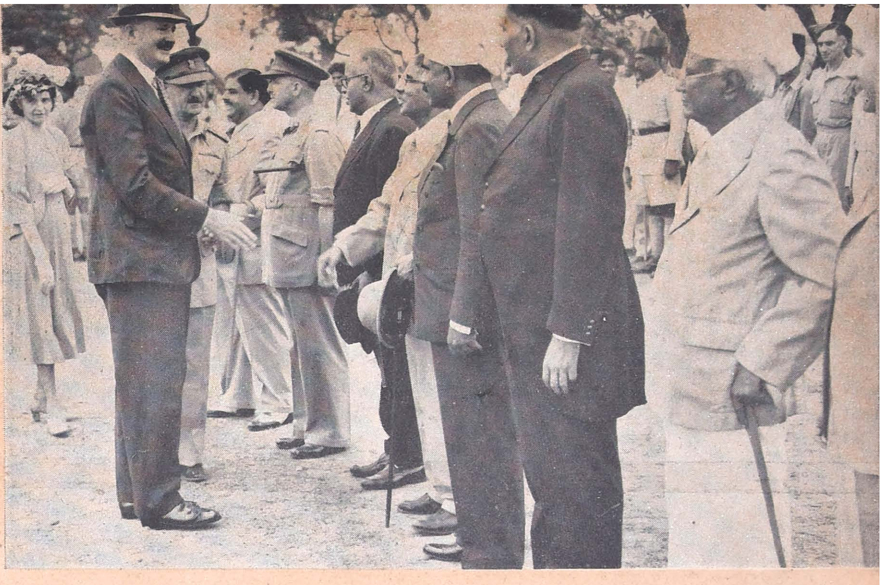
MAGNIFICENT

By associating itself with the production of this Souvenir, the National War Front, Madras, offers testimony to the invigorating effect on public morale induced by the War Services Exhibition in Madras. Put bluntly, a magnificent spectacle has been magnificent propaganda. The whole atmosphere (despite climatic vagaries) of the fortnight, however holiday-like on the surface, has been pregnant with the determination behind the country's War Effort and the invincibility of the Allied cause. Lakhs of people who conscientiously strive for that Victory have gone away refreshed and inspired ; thousands hitherto apathetic or antipathetic to the War Effort have been impressed and converted. That the enterprise and efficiency of the War Services Exhibition, prodigious alike in conception and execution, and enhanced by the talent, enthusiasm and helpfulness of the Exhibition staff, have had their reward in Madras cannot be doubted. Nor would they themselves disown or minimise the assistance and



OPENING DAY

Scenes on the opening day of the Exhibition. Right: Members of the Reception Committee being introduced to the Governor. Centre: His Excellency speaking from the dais in the National War Front pavilion. "This is the biggest Exhibition of its kind in the British Empire," he declared. Below: A ride in a General Lee tank.



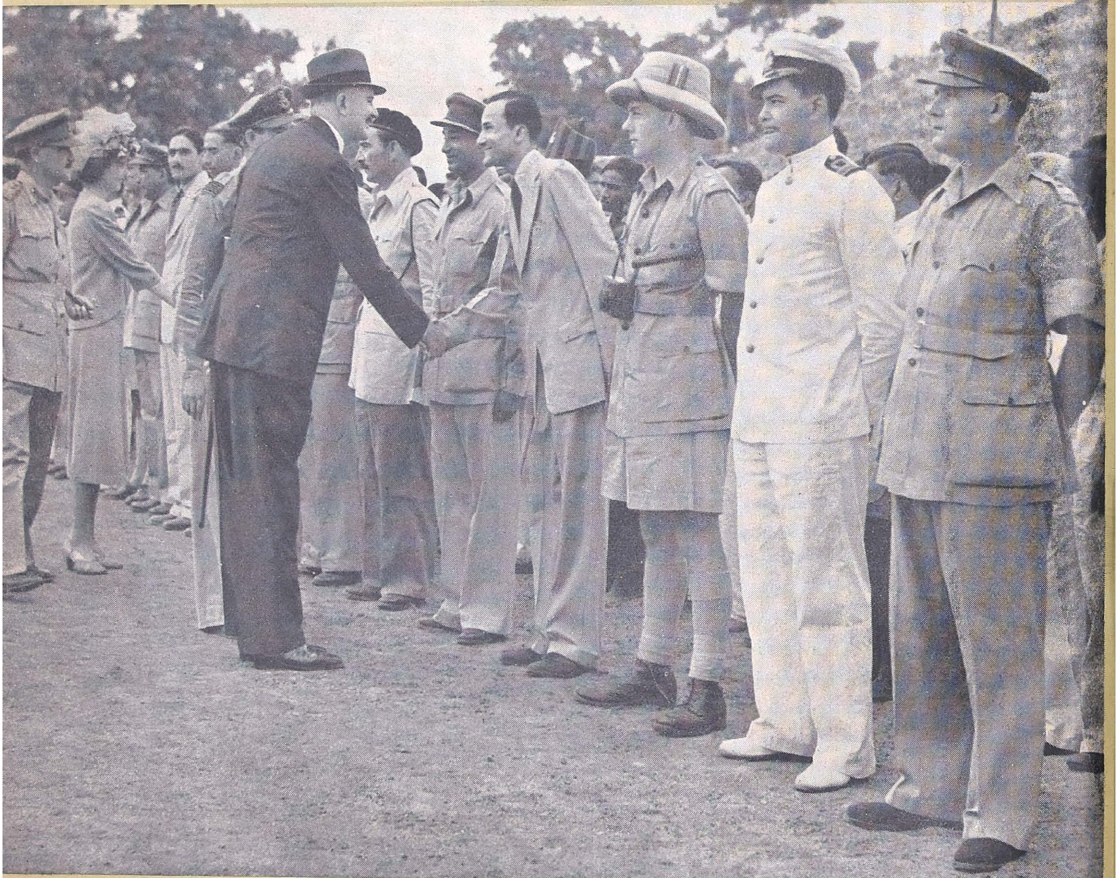
PROPAGANDA

enthusiasm of their Madrassi hosts in making this Show "the biggest ever." Naturally, the National War Front took the distinguished visitors to its heart and hopes that its own exhibit was worthy, in scope and quality, of the rest of a grand display; if numbers are any criterion, the public thought so. But it was not only a propaganda agency (among other functions!) which felt impelled to help with all its might. Departments of Government, the firms of Madras, and the Defence Services vied nobly with the Exhibition's expert showmen in the effort to impress the uninitiated with the sense of the Will to Victory which an endangered but now triumphant cause has roused in this Province; and to pick up this Souvenir in the years to come will be to remember a fortnight of "Madras at War," with gratitude to the War Services Exhibition and with pride in our own people.

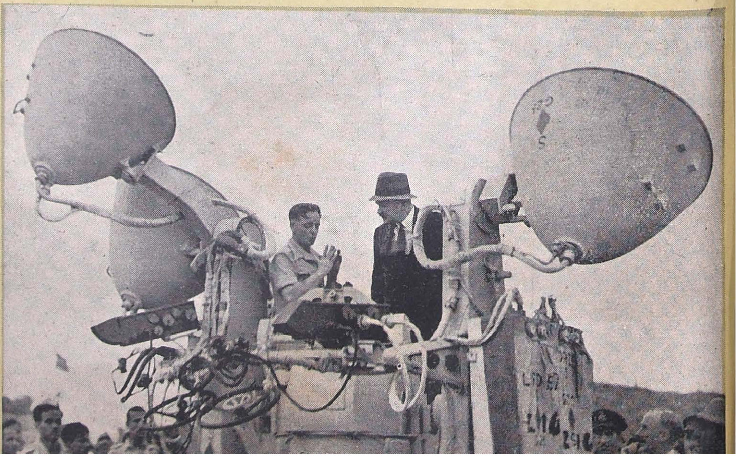
PRESS

"The organisers have succeeded not only in making it the biggest show in town, but in bringing the technique of war to the man in the street . . . Numerous exhibits have permanent educative value . . . . The many keen young men in charge of the various sections deserve the thanks of the public for their efficient and orderly management."

—*The Hindu*



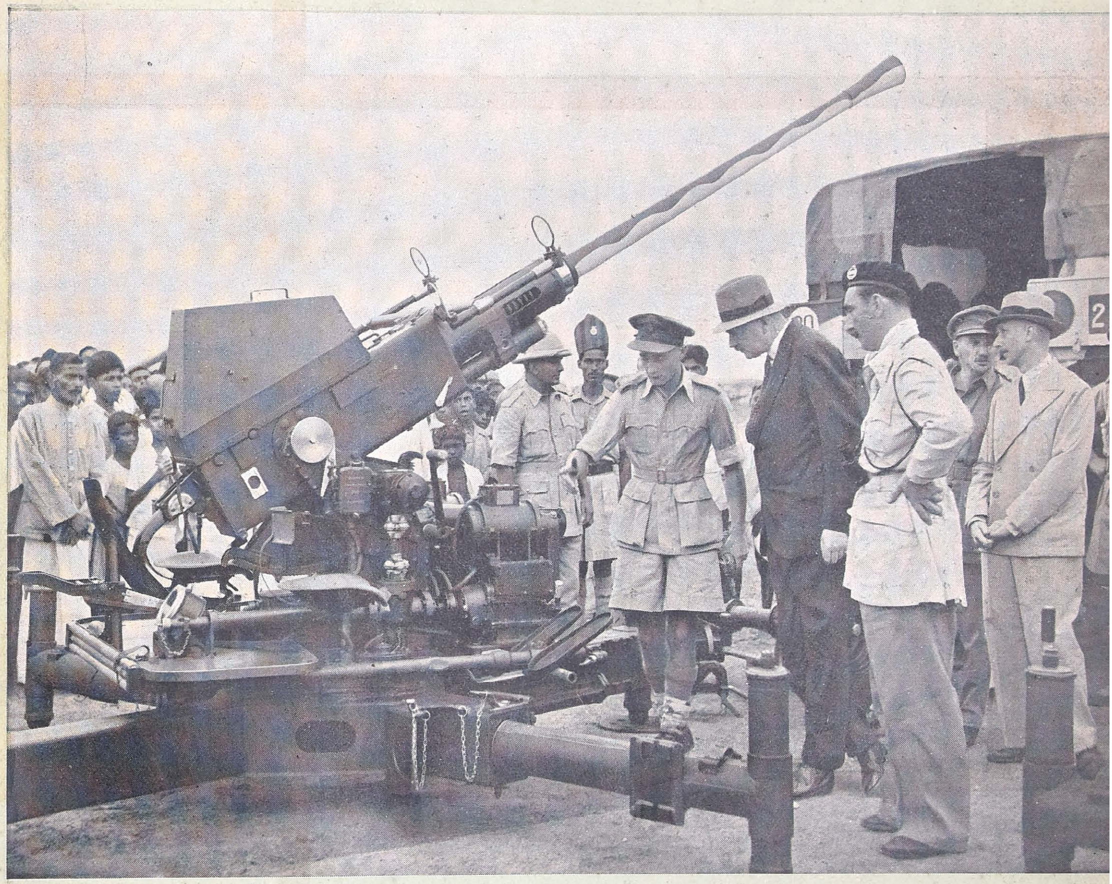
His Excellency the Governor being introduced (above) to Officers on the Exhibition Staff. Right: At an anti-aircraft battery. Top: A ride in a jeep. His Excellency set a fine example to the public of Madras by visiting the Exhibition on no fewer than four occasions.

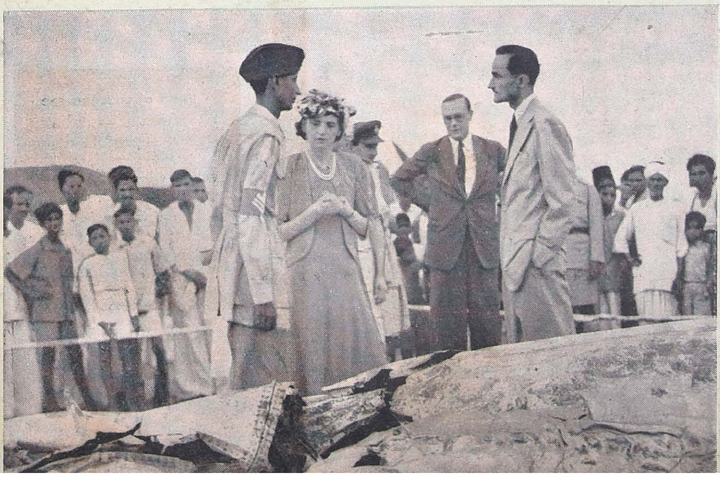


PRAISE

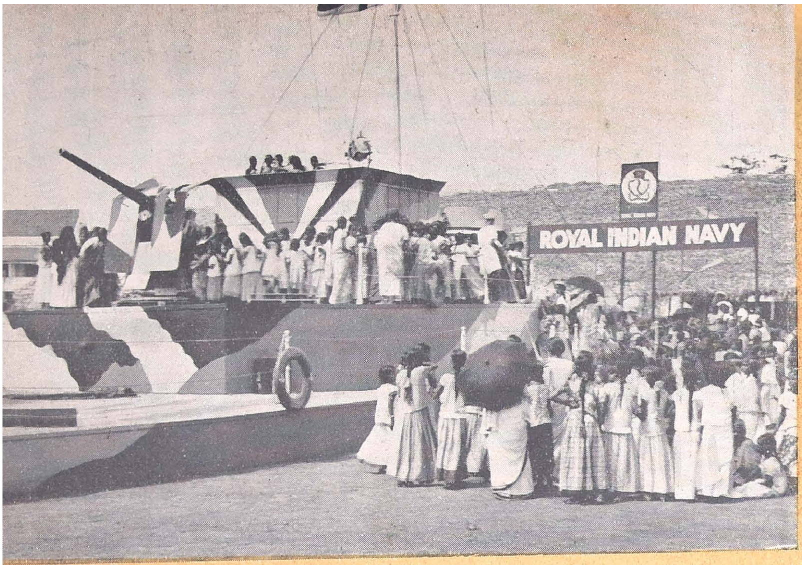
"Confounding the sceptics . . . the War Services Exhibition in Madras proved an unqualified success. It was proof of what is possible when officials and non-officials collaborate in what was, in purpose and in fact, a giant educational effort . . . Madras says farewell to the Exhibition with no little regret, and thanks the organizers for a tamasha both practical and profitable."

—The Mail

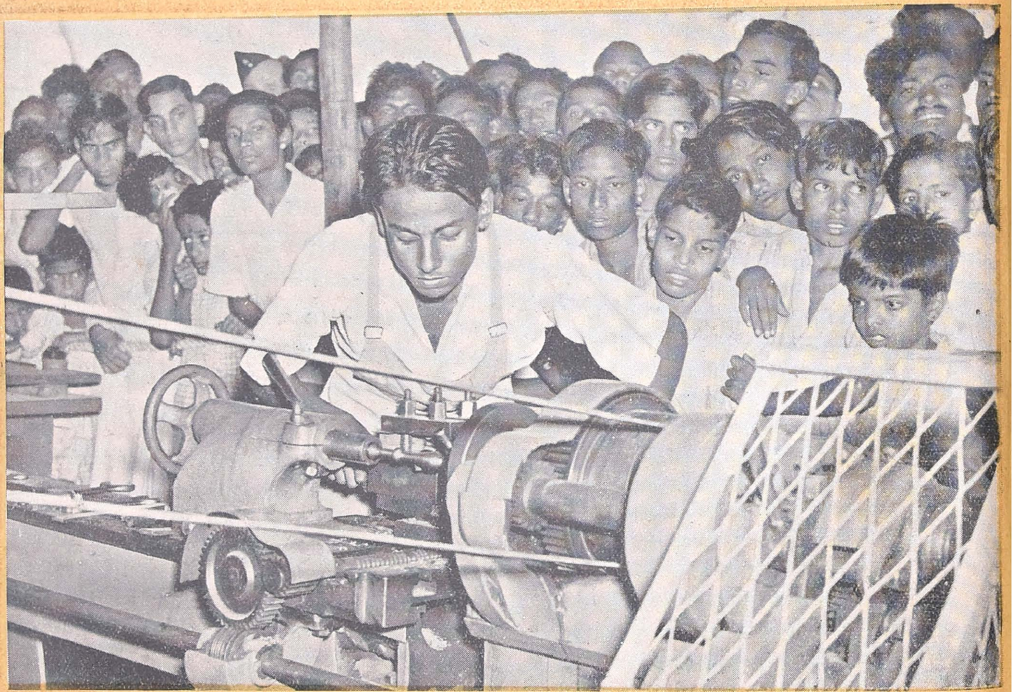


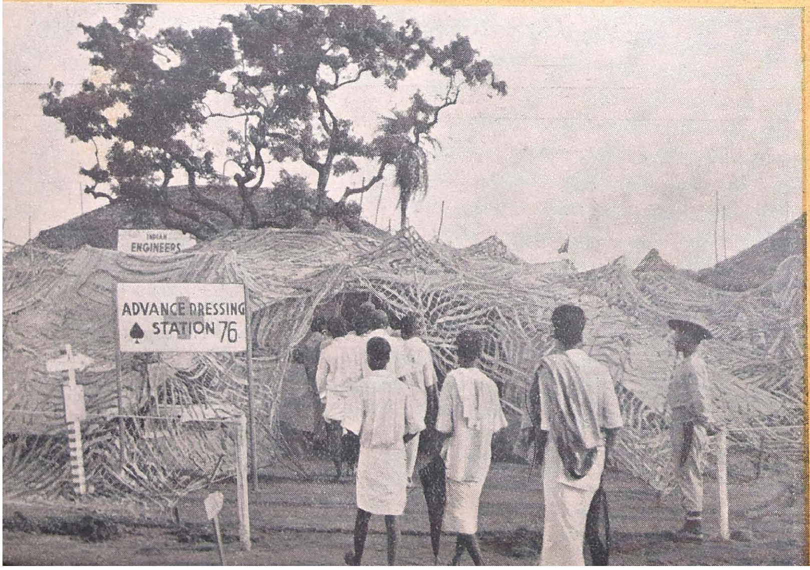


H.E. the Governor and the Hon'ble Lady Hope took the keenest interest in everything they saw. The top picture shows them watching the tank battle. Above: His Excellency inspecting one of many "ack-ack" guns. Left: Lady Hope beside the remains of a Japanese bomber.



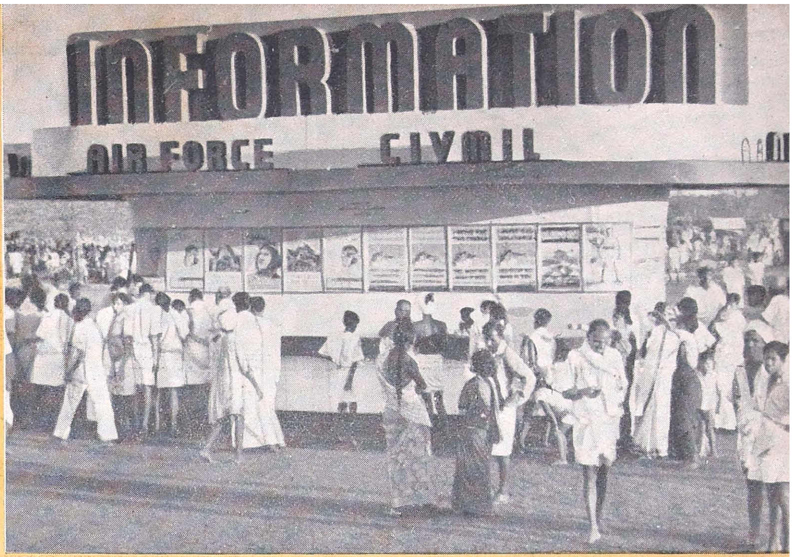
One of the principal attractions of the Madras Exhibition was this reconstruction (left) of a modern warship, mounting 12-pounder guns similar to that with which H.M.I.S. "Bengal" sank a Japanese auxiliary cruiser ten times its size.





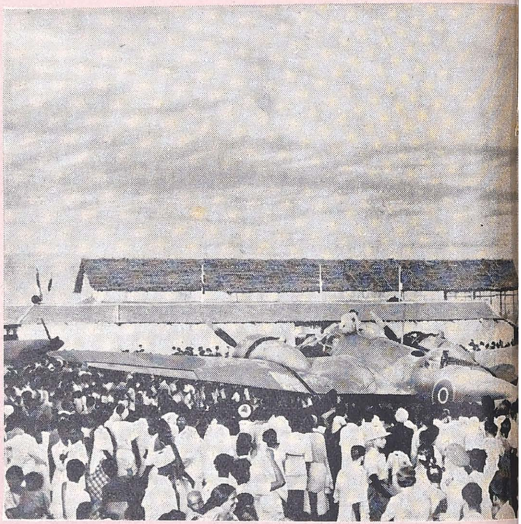
A group of youthful spectators watching a technical trainee at work in the Labour Department stall, which was always packed with visitors. Left: The entrance to the field hospital, just another of the hundred and one other features of the Exhibition

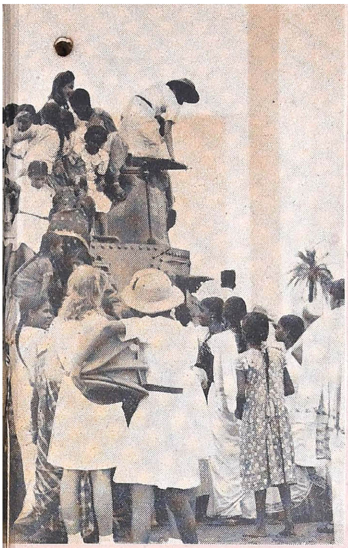
The Information booth on the right attracted thousands of visitors eager to know how they could help the war effort. Though recruitment to the armed services is not the purpose of the Exhibition, it aids enlistment to a considerable extent.

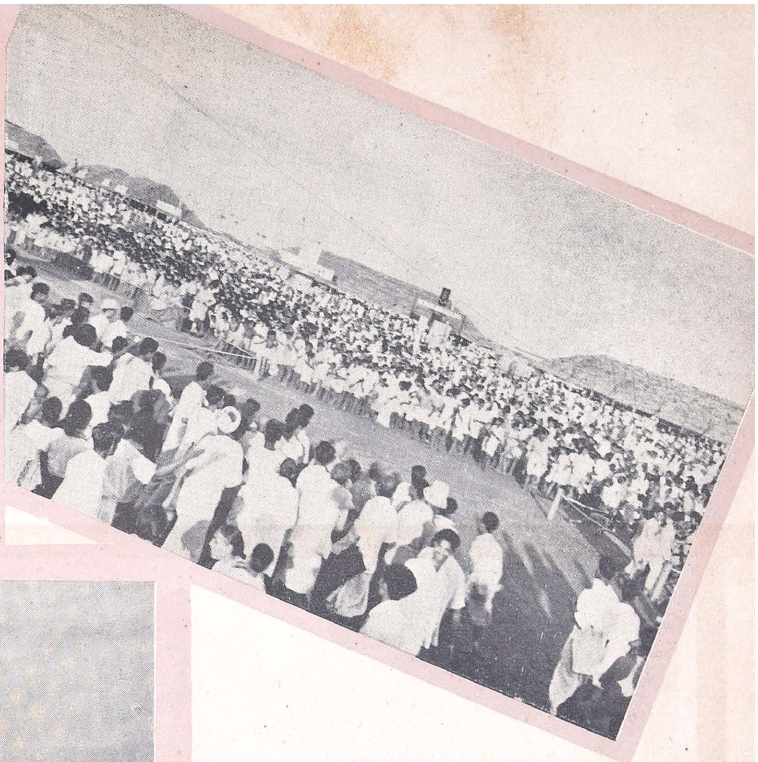


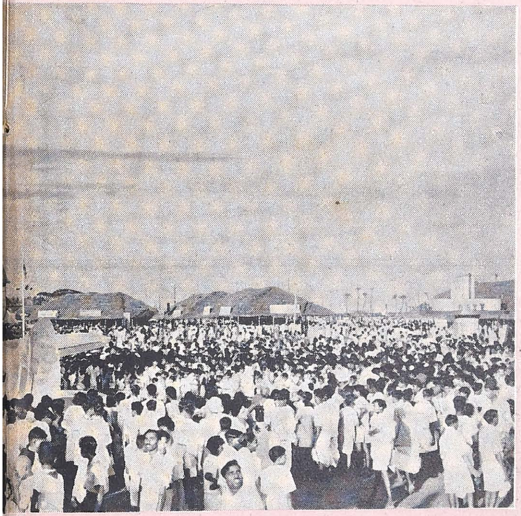
The Buy War Loans booth on the right was built to coincide with the savings drive launched by the Governor, who made a forceful appeal to the public on Savings Day. Above: The Red Cross stall with a band of workers.

Crowds such as Madras had never seen before attended the War Services Exhibition; the pictures on this page show merely a few sections of those crowds. The gates were besieged by tens of thousands of people daily, several hours before opening time.

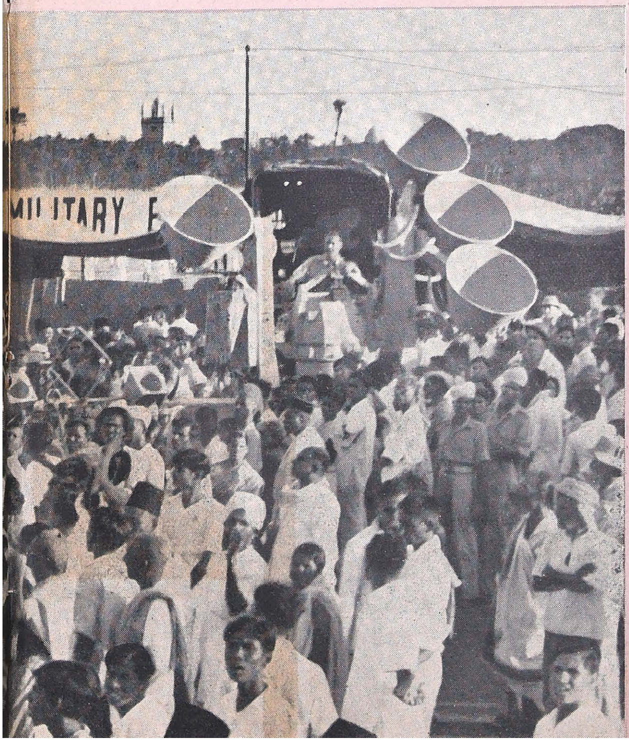


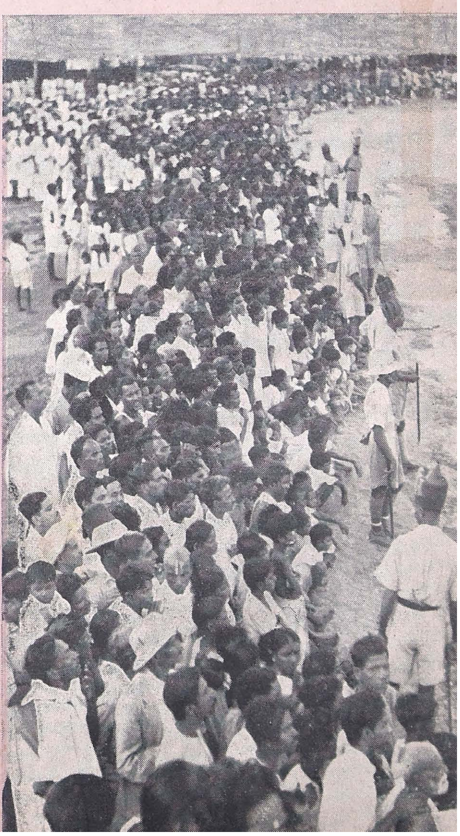




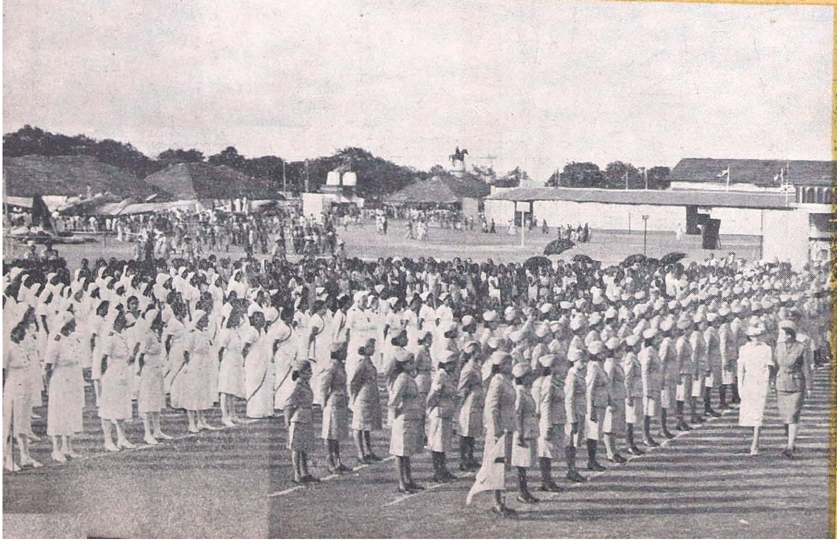


According to reliable estimates, a minimum of 100,000 visitors attended the Exhibition daily while it was in Madras, some of them coming from towns and villages over 100 miles distant. On one day (Sunday, September the 12th) the crowd totalled three lakhs!



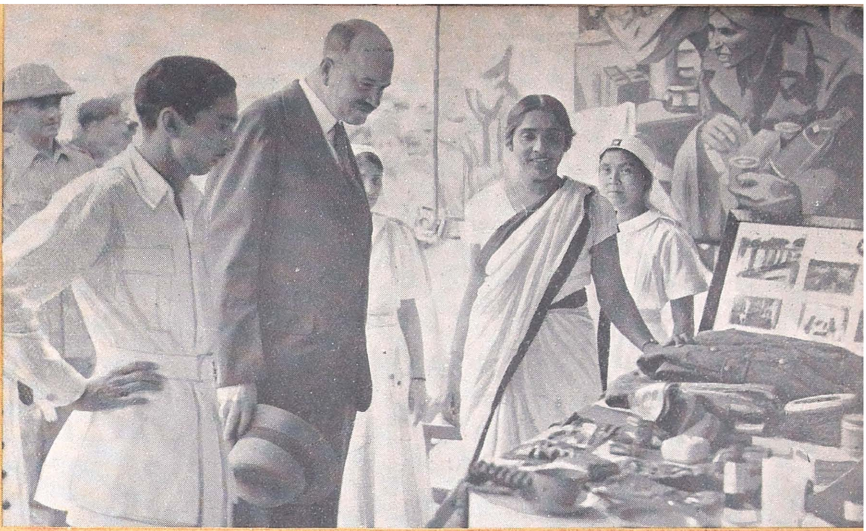


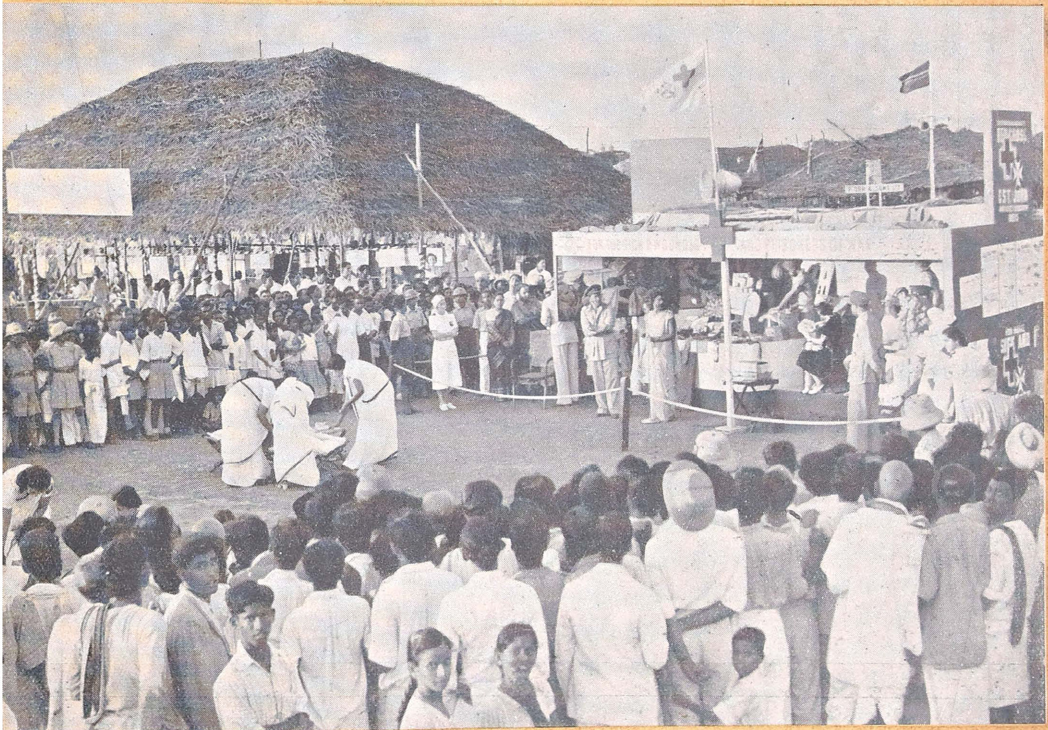
The Hon'ble Lady Hope watching the parade of women's services on Ladies' Day of the Exhibition, over which she presided. Below: The St. John's Ambulance Brigade marches past.



Lady Hope inspecting a guard of honour formed by the W.A.C. (I.), the St. John's Ambulance Brigade and the Women's A.R.P. Corps.

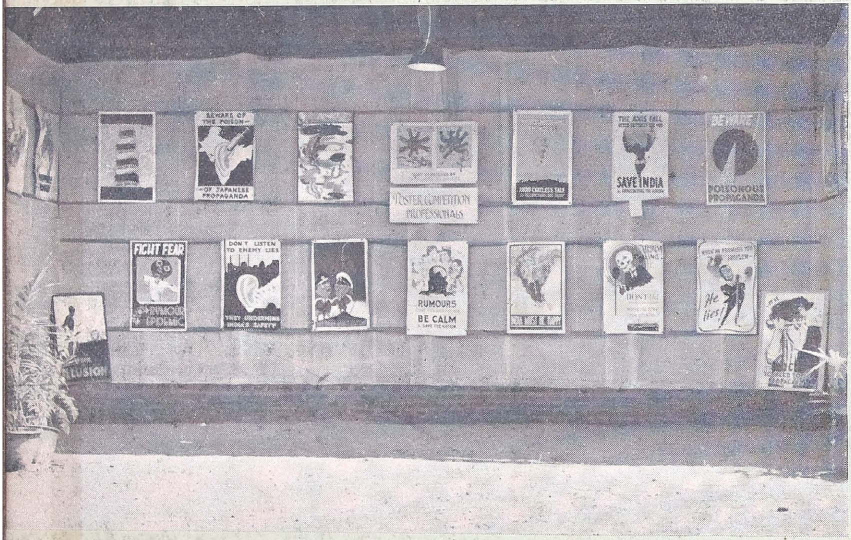
His Excellency the Governor photographed at the Red Cross stall of the Exhibition. Below: The crowd watches a Red Cross demonstration.



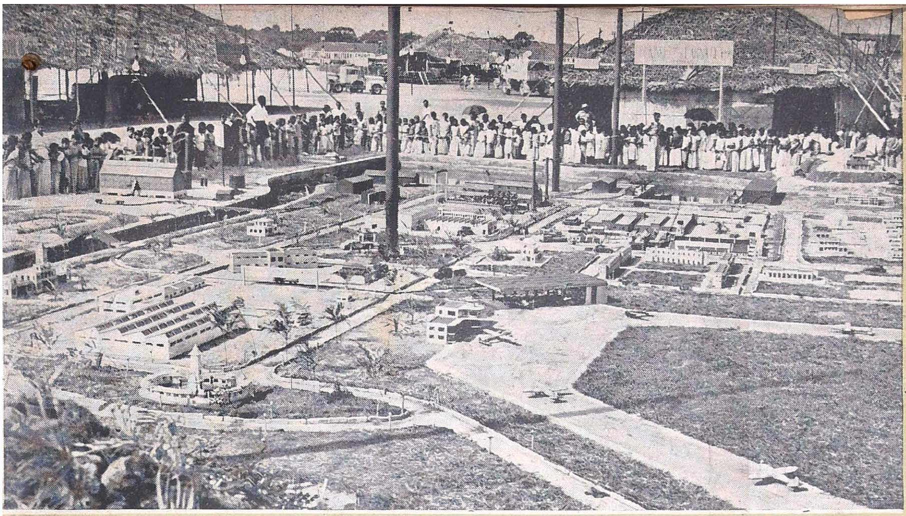


Hospital comforts: Large sections of the Madras Exhibition were devoted to the care of wounded soldiers and amenities for troops.

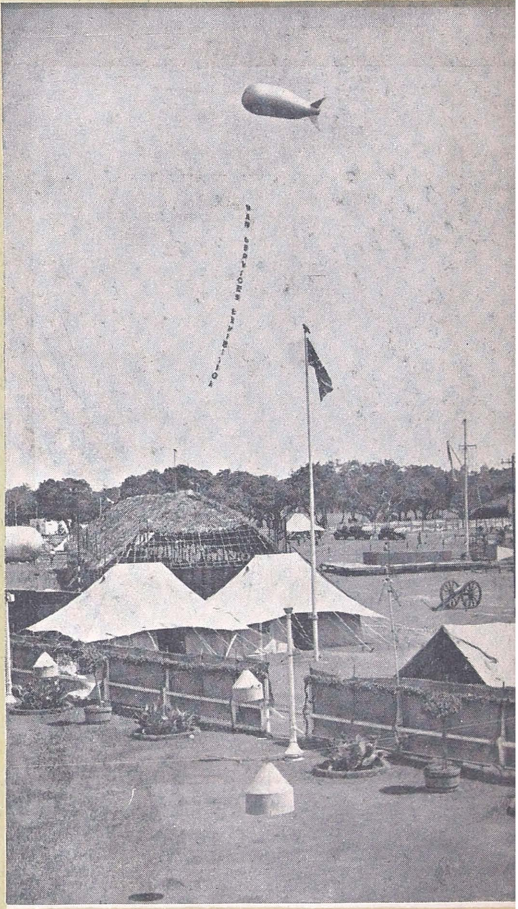
These girls had possibly never seen a barrage balloon before. But they soon found out what it was all about!

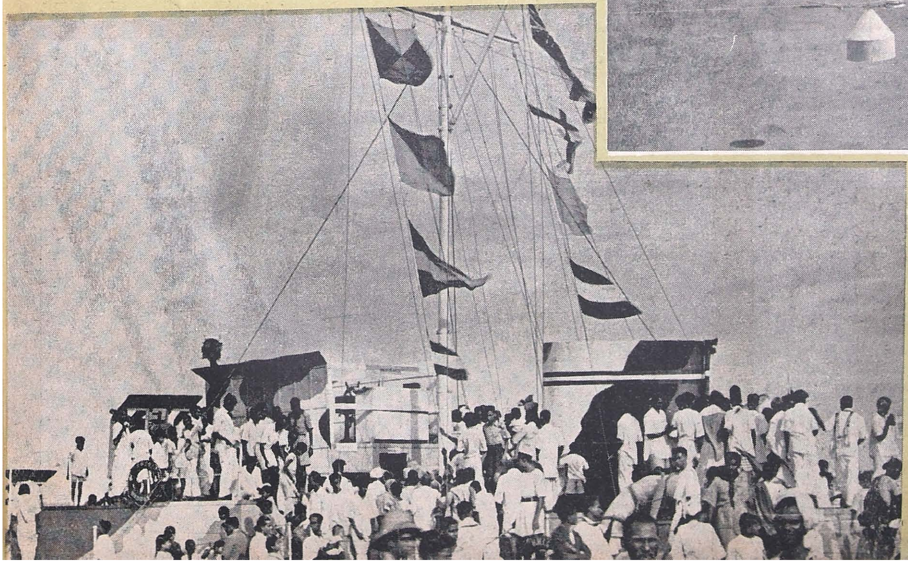


Samples of work in connection with the Exhibition's poster competition. Below: A view of the Model Farm.



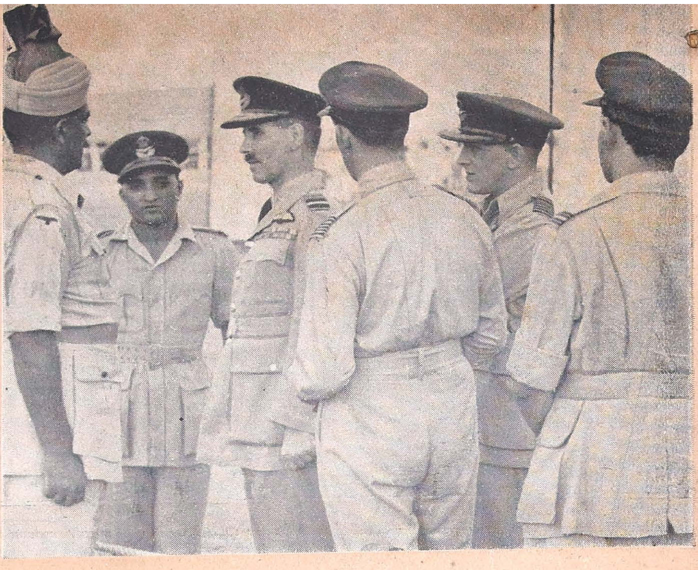
A view of the model town. Below (left): The Hon'ble Lady Hope and Miss Hope meet "T for Tommy."

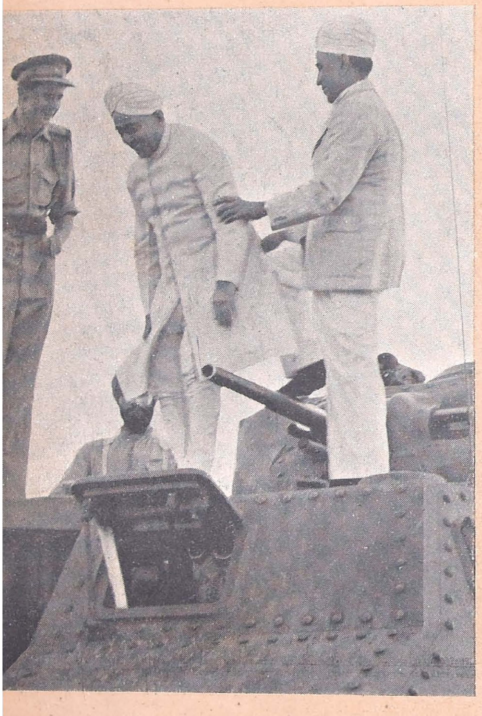




They went to sea—on the Island Ground! Above: The entrance to the Exhibition Camp.

Among the many distinguished visitors to the Madras War Services Exhibition was Air Marshal Sir Guy Garrod, Deputy Air Officer Commanding-in-Chief, seen (right) during an inspection of the Balloon Barrage Section.





ARMY AND PEOPLE

"It gives me great pleasure to send to the War Services Exhibition at Madras my good wishes for a successful run, and a very successful Services Day. Wherever this War Services Exhibition goes in India it brings home to the people of the country the simple truth that the soldier is one of themselves, that he is their protector and is being efficiently trained and suitably equipped to do his job. To know your Army is to be confident in it, and the War Services Exhibition by bringing the Army to the People is rendering to both an invaluable service."

(General Beresford-Peirse, G.O.C.-in-C., Southern Army).

* * *

"This Exhibition is in miniature a tangible and visual representation of our war effort, and one should be happy . . . in such surroundings where understanding can be had for the looking."

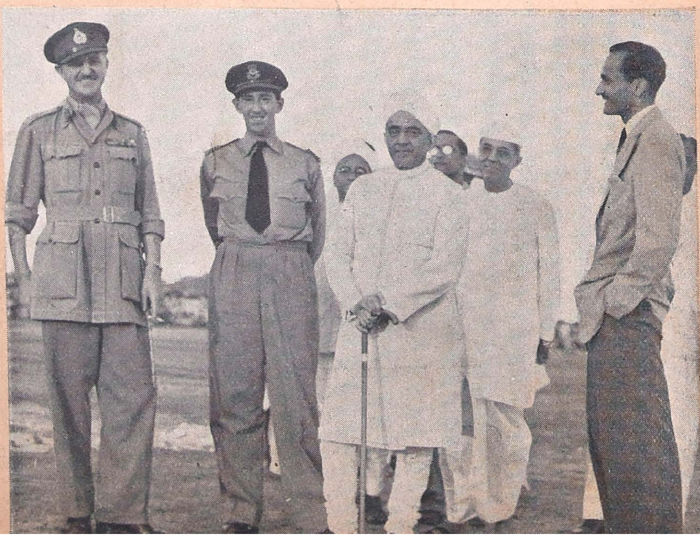
(Dr. Behanan).

* * *

"This Exhibition is an example of co-operation between the armed forces and the civil, industrial and agricultural forces of the country . . . I congratulate the organizers on the wonderful work they have done."

(Brigadier Connolly).

Lieut.-General Mayne, recently returned to India from the Middle East, photographed (right) with Sir C. P. Ramaswami Ayyar and officers of the Exhibition Staff. Above: Sir C. P. Ramaswami Ayyar goes for a ride in a tank.



Dr. Behanan, new Director of the Central National War Front organisation, and Capt. Harvey, Director of War Publicity in Madras, at the "Grow More Food" section.

CALL TO YOUTH

"I invite the youth of Madras to visit this truly wonderful Exhibition . . . It has been organized to educate the public and reveal unto them the potential wealth of India and the immense possibilities of development of the natural resources of our country. It gives a very realistic picture of modern warfare in all its phases. It shows also the other side of the picture, that side of activity where the healing art is attempted to perfection, the brave men and women who are all facing a common danger to succour and comfort their brethren in the front line. But most attractive is that phase of activity of this Exhibition which reveals the many opportunities for useful service in the rebuilding of the future India which will place her in a position of vantage in the new world order."

(Dr. A. L. Mudaliar, Vice-Chancellor, Madras University).

* * *

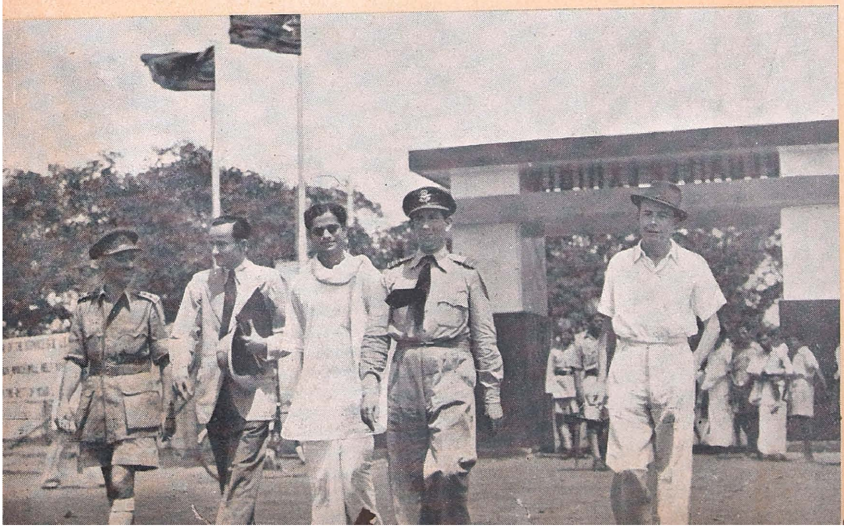
"This most interesting and educative Exhibition."

(Khan Bahadur M. A. Gurmani).

* * *

"I urge that the educational side of the Exhibition be placed on a permanent basis."

(The Hon'ble Lady Hope).



Beverley Nichol[s], famous English autho[r] (in felt hat), als[o] visited the Exhibitio[n]. Above: Khan Bahad[ur] Mushtaq Ahme[d] Gurmani greets th[e] Governor.

THAT'S ITALY—THAT WAS! To celebrate the surrender of Italy, the Madras War Services Exhibition put on a special demonstration, during which a giant coloured poster was blown up by a mine. Below: An incident during the tank battle, which was a daily feature of the Exhibition.